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# Introduction to Marketing Mix in India

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## ABSTRACT

*This research paper aims to study marketing mix and its elements specially the 4 Ps including product, price, place and promotion in addition to other 3 Ps packaging, perception & persistence and its importance in Integration of all this P's for formulation of successful marketing strategy by the company for their success. The companies are producing good's and services for the consumers must understand the need and desire of the consumer and how they can satisfy the need of consumer by providing them product & services.*

*The marketing strategy must involves all the Ps based on market information & Market research by the Company and understand the market about competitions and market demand for their product and consumer need & consumer behavior to buy the product how product can give satisfaction to the consumer after understanding his all aspect the company must formulate the appropriate marketing strategy and integrate All P's which insure the company to achieve the goal set by the company and also by way of providing product to the consumer and its benefit to consumer ultimately create impact on positioning of product in the market due to the benefits provides to consumer with ultimately help the company to create brand equity in the market.*

## I. INTRODUCTION

As we know the importance of marketing of product & services in the changing economic environment all over the world with changing needs of consumer with changing environment or conditions geographic locations cross the globe with advancement of technology around the world and in its impact on human life the producer are keen to adapt the technologies for producing better products & services for the consumer in changing environment and for the satisfaction of consumer according to their needs and formulate the marketing strategy for their products which can fulfill the needs of consumer which leads to the consumer satisfaction. This marketing strategy stand is appropriate based on the research study by the producer which ultimately ensure the success of the producer in producing goods & services for the consumer. Such marketing strategy should based on research studies carried out by the producer is called

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as Marketing Mix.

## **II. DEFINITION OF MARKETING MIX**

The Marketing Planning we use on the basis of Marketing Information to assess the situation for Specific Marketing target or Market Segment. We formulate Combination the specific devices or types of Marketing activities that are integrated into Single Marketing Programme to reach a particular target or Market Segment. The combination of this marketing methods is known as Marketing Mix.

A successful marketing strategy must have Marketing Mix as well as target market for whom the Marketing Mix and prepared.

There are four elements that makes up Marketing Mix as under

- (1) Decision on product and services
- (2) Decision on price.
- (3) Decision on promotion.
- (4) Decision on Distribution.

This four elements are closely inter related under the system approach Marketing Mix decision constitute a large part of Marketing Management.

Marketing Manager is a Mixture of all Marketing ingredients and he creates a Mix (blending or combination) of all the Marketing elements and resources. It must be based on Marketing research and Market Information. It must be fully related to Customer demand.

The basic Marketing Mix is the blending of four inputs, which form the core of Marketing Mix as under

### **Product Mix**

Product is the thing possessing utility. It has four components

- (1) Product range.
- (2) Service after sale
- (3) Brand
- (4) Package

The product Management evolves product mix in consultation with Marketing Manager.

### **1) Price Mix**

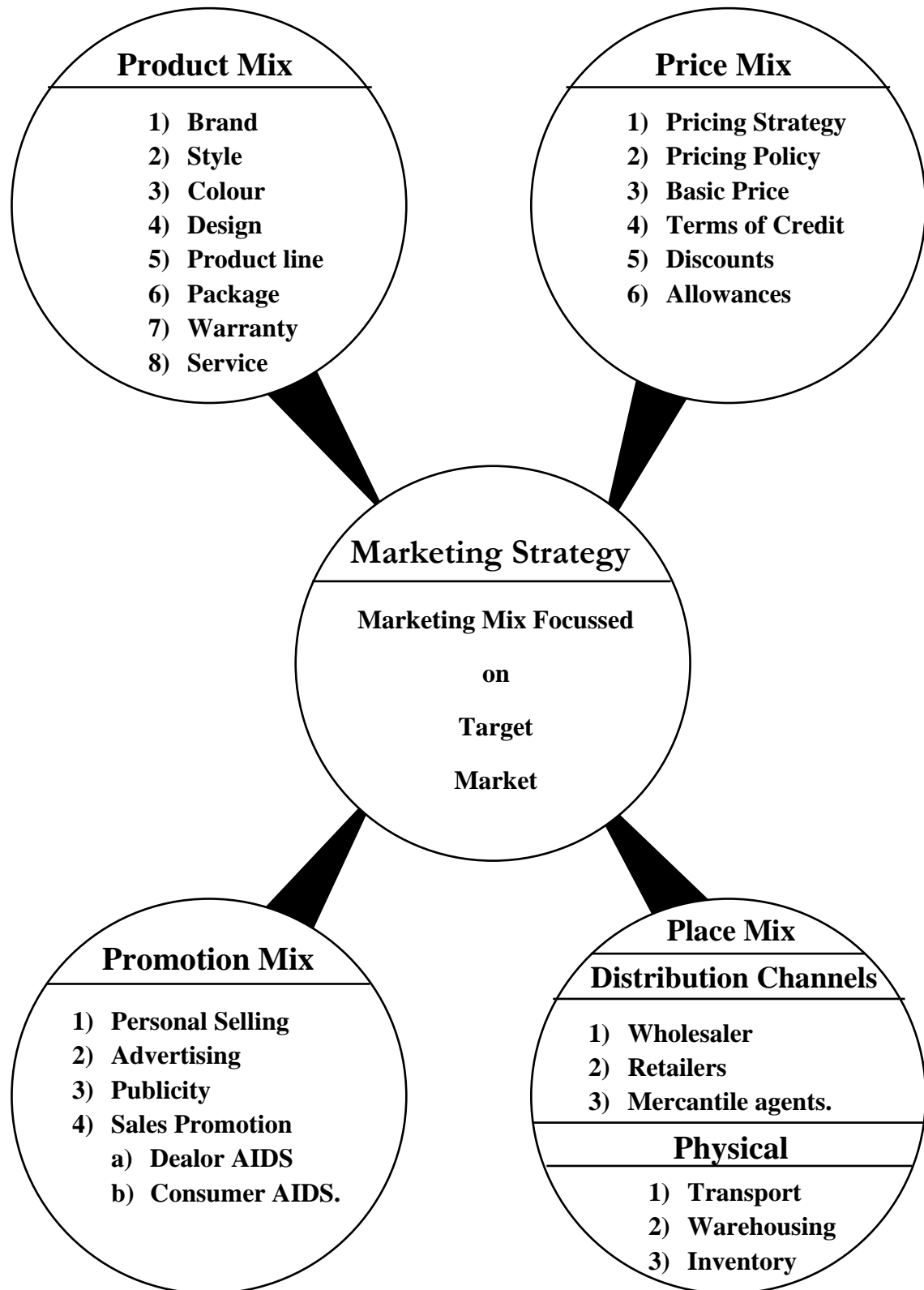
Price is the Valuation place upon the product by the offered. It has to cover pricing, discounts, allowances and terms of credit. It deals with price competition.

## **2) Place (Distribution) Mix**

Distribution is the delivery of product and right to consume it. It includes channels of distribution, transportation, Warehousing and Inventory Control.

## **3) Promotion Mix**

Promotion is the persuasive communication about the product by the offered to the prospect. It covers, advertising, personal selling, sales promotion, publicity, public relations exhibitions and demonstration, used in promotion largely if deals with non-price competition.



**Elements of Marketing Mix**

However marketing mix increasingly includes other Ps for vital development.

Some Marketing expert indicate seven ingredients in the formula of Marketing Mix Additional three ingredients are :

- (1) Packaging
- (2) Perception
- (3) Persistence

### (1) Packaging

Plastic package has assurance new importance in self service retailing.

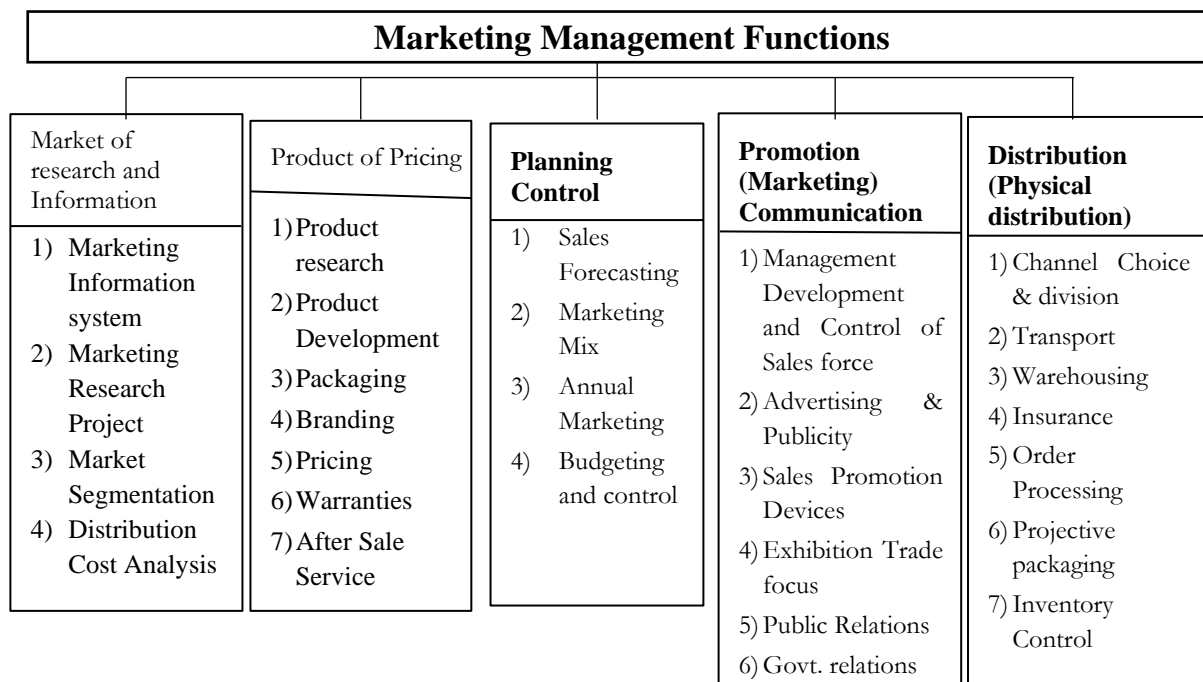
### (2) Perception

Perception is a faculty of Insight enabling to discover and since the hidden Marketing opportunity eg. The hook of clove in promise tooth paste, tea bags, ayurvedic ingredients in cosmetics.

### (3) Persistence

It is a necessary attitude to assert one's strong will against all odds.

The entire marketing team must be self motivated team to demonstrate persistence for instance a small company marketing promise toothpaste adopted a will to do or die and in spite of high pressure selling adversing onslaught and legal hurdles from multinational it could up to No.2 position in matter of 5 yrs. so without perception and persistence, Marketing Mix of New product can only be failure.



**Marketing Management has to perform the following Chief functions of Marketing :**

- 1) Knowledge of demand

- 2) Obtaining demand
- 3) Fulfilling orders.
- 4) Ensuring Satisfaction of Customer needs.

**Marketing Management Cycle involves :**

- 1) Determination of the present and potential customer through marketing research.
- 2) Formation of Marketing Plan and policy.
- 3) Development of product and its adaptation to specific customer needs through product planning and development.
- 4) Channel Choice and Channel Management.
- 5) Physical distribution arrangement.
- 6) Generation and Stimulation of demand through all devices of promotion.
- 7) Determination of selling prices and discounts.
- 8) Selling activities.
- 9) After Sales Service
- 10) Feedback of Information from the Market on post Sale reaction and Usage.
- 11) Replanning on the basis of feedback information from the environment and the market.

### **III. CONCLUSION**

All the elements of marketing mix are interlinked and create influence on each other they help to achieve the targeted business goal for a company by way of creating systematic marketing strategy.

Marketing mix needs a lot of understanding of market research and consultancies with consumers through market survey and trade partners and several other people associate with trade for to achieve success and goals set by the company due to competition in business the customer retention and customer relations & relationship marketing is among other trends and criteria to create new trends in the practice of marketing.

The product is part of marketing mix along with the price methods of distribution & promotion product can meet the needs of consumer and it includes services, people places organization to satisfy the needs & desire the customer. The product is a package of features & benefits the customer receives on purchase. Marketing strategy should be formulated in such a way that consumer should be provided some offers gifts discount on purchase of product which

strongly build the strong relationship with customers and create brand Image and equity among target market.

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